

IN THE CLAIMS:

Please cancel claims 4 and 8, and amend the claims as follows:

1. (Currently Amended) A computer-implemented method, comprising:
~~embodied in code on a tangible computer readable medium executable by a processor~~
configuring one or more computer processors to perform an operation for
selectively displaying Internet advertisements, comprising the acts of:
outputting, for display, allowing a user to choose at least one
~~advertisement channel from an advertisement channel menu presenting plural~~
~~advertisement channels;~~
~~displaying advertisements at least partially based on what channel is~~
~~selected by the user;~~
outputting, for display[[ing]], a menu of user definable advertising
attributes, wherein the user definable advertising attributes include at least one
of: city, zip code, retailers, distance of travel to a retailer, retail only, or wholesale
only; and further comprising:
~~allowing the user to create an advertisement window in which~~
~~advertisements are displayed on a display device, by allowing the user to define~~
~~at least one of: the size of the advertisement window, the shape of the~~
~~advertisement window, or position of the advertisement window~~
outputting, for display in a user-created advertisement window and by
operation of the one or more computer processors, at least one advertisement
responsive, at least in part, to an advertisement channel selected by the user
from the advertisement channel menu presenting the plural advertisement
channels and the user selected values of the advertising attributes, wherein the
user-created advertisement window has user-defined attributes including at least
one of: a size of the advertisement window, a shape of the advertisement
window, and a position of the advertisement window and wherein outputting the
at least one advertisement comprises:

determining whether an advertisement exists that exactly matches the selected advertisement channel and the user selected values of the advertising attributes;

upon determining that the matching advertisement exists, selecting the advertisement; and

upon determining that the advertisement does not exist, selecting an advertisement that closely matches the selected advertisement channel and the advertising attributes.

2-8. (Cancelled)

9. (Currently Amended) The method of ~~Claim~~ claim 1, wherein the advertisement channel menu includes at least one of: a travel advertisement channel, a food advertisement channel, an automotive advertisement channel, a clothing advertisement channel, a music advertisement channel, a movie advertisement channel, an antiques advertisement channel, a hardware advertisement channel, a sporting goods advertisement channel, a housewares advertisement channel, and an art supplies advertisement channel.

10. (Currently Amended) The method of ~~Claim~~ claim 1, wherein the ~~advertisements are~~ at least one advertisement is displayed at a device that receives Internet content and television broadcast content.

11-31. (Cancelled).

32. (Currently Amended) The method of ~~Claim 1 further comprising~~ claim 1, wherein the operation further comprises allowing the user to create multiple advertisement windows for display simultaneously on the display device.

Please add the following new claims:

33. (New) A computer readable storage medium containing a program which, when executed, performs an operation for selectively displaying Internet advertisements, comprising:

outputting, for display, an advertisement channel menu presenting plural advertisement channels;

outputting, for display, a menu of advertising attributes, wherein the advertising attributes include at least one of: city, zip code, retailers, distance of travel to a retailer, retail only, or wholesale only;

outputting, for display in a user-created advertisement window, at least one advertisement responsive, at least in part, to an advertisement channel selected by the user from the advertisement channel menu presenting the plural advertisement channels and the user selected values of the advertising attributes, wherein the user-created advertisement window has user-defined attributes including at least one of: a size of the advertisement window, a shape of the advertisement window, and a position of the advertisement window and wherein outputting the at least one advertisement comprises:

determining whether an advertisement exists that exactly matches the selected advertisement channel and the user selected values of the advertising attributes;

upon determining that the matching advertisement exists, selecting the advertisement; and

upon determining that the advertisement does not exist, selecting an advertisement that closely matches the selected advertisement channel and the advertising attributes.

34. (New) The computer readable storage medium of claim 33, wherein the advertisement channel menu includes at least one of: a travel advertisement channel, a food advertisement channel, an automotive advertisement channel, a clothing

advertisement channel, a music advertisement channel, a movie advertisement channel, an antiques advertisement channel, a hardware advertisement channel, a sporting goods advertisement channel, a housewares advertisement channel, and an art supplies advertisement channel.

35. (New) The computer readable storage medium of claim 33, wherein the at least one advertisement is displayed at a device that receives Internet content and television broadcast content.

36. (New) The computer readable storage medium of claim 33, wherein the operation further comprises allowing the user to create multiple advertisement windows for display simultaneously on the display device.

37. (New) A system, comprising:
one or more computer processors; and
a memory containing a program, which when executed by the one or more computer processors is configured to perform an operation for selectively displaying Internet advertisements, the operation comprising:
outputting, for display, an advertisement channel menu presenting plural advertisement channels;
outputting, for display, a menu of advertising attributes, wherein the advertising attributes include at least one of: city, zip code, retailers, distance of travel to a retailer, retail only, or wholesale only;
outputting, for display in a user-created advertisement window and by operation of the one or more computer processors, at least one advertisement responsive, at least in part, to an advertisement channel selected by the user from the advertisement channel menu presenting the plural advertisement channels and the user selected values of the advertising attributes, wherein the user-created advertisement window has user-defined attributes including at least one of: a size of the advertisement window, a shape of the advertisement

window, and a position of the advertisement window and wherein outputting the at least one advertisement comprises:

determining whether an advertisement exists that exactly matches the selected advertisement channel and the user selected values of the advertising attributes;

upon determining that the matching advertisement exists, selecting the advertisement; and

upon determining that the advertisement does not exist, selecting an advertisement that closely matches the selected advertisement channel and the advertising attributes.

38. (New) The system of claim 37, wherein the advertisement channel menu includes at least one of: a travel advertisement channel, a food advertisement channel, an automotive advertisement channel, a clothing advertisement channel, a music advertisement channel, a movie advertisement channel, an antiques advertisement channel, a hardware advertisement channel, a sporting goods advertisement channel, a housewares advertisement channel, and an art supplies advertisement channel.

39. (New) The system of claim 37, wherein the at least one advertisement is displayed at a device that receives Internet content and television broadcast content.

40. (New) The system of claim 37, wherein the operation further comprises allowing the user to create multiple advertisement windows for display simultaneously on the display device.